

To: Anita Bilbao[abilbao@blm.gov]; Edwin Roberson[eroberso@blm.gov];
jbaranga@blm.gov[jbaranga@blm.gov]
From: Abbie Jossie
Sent: 2017-08-22T18:40:00-04:00
Importance: Normal
Subject: Fyi Fwd: Down to the wire and how we respond
Received: 2017-08-22T18:41:59-04:00

Cindy sent these up. Not her talked mg PT's; they are CLFs.

Sent from my iPhone

Begin forwarded message:

From: "Staszak, Cynthia" <cstaszak@blm.gov>
Date: August 22, 2017 at 14:21:24 MDT
To: Larry Crutchfield <lcrutchf@blm.gov>, Ryan Sutherland <rrsutherland@blm.gov>, Abbie Jossie <ajossie@blm.gov>, Lance Porter <l50porte@blm.gov>, Aaron Curtis <acurtis@blm.gov>, Donald Hoffheins <dhoffhei@blm.gov>
Subject: Fwd: Down to the wire and how we respond

FYI.....Talking points from CLF for Thursday.

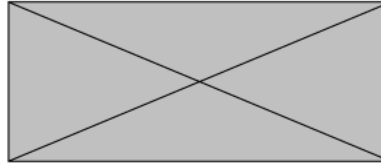
Cindy Staszak
Monument Manager
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----- Forwarded message -----

From: **Sam Goldman, Conservation Lands Foundation** <sam@conservationlands.org>
Date: Tue, Aug 22, 2017 at 2:08 PM
Subject: Down to the wire and how we respond
To: cstaszak@blm.gov

Your guide for responding to Trump's decision

Are you ready for President Trump's Announcement on National Monuments?



Gearing up for decision day.

Dear Friends Grassroots Network and Supporters,

As we come to the final days of the "review period," we want you to be sure that you have all of the resources at your fingertips and are prepared for the decisions from President Trump and Secretary Zinke.

Here's what you can expect from us in the next few days:

- Look for an invitation to an emergency briefing call for our network, partners and coalition
- Read our press release to national media and our plans for litigation
- Share our response events with your networks

Here's what you can do:

- Prepare a press release and send to your local media outlets in consultation with your local coalition, if you have one
- Plan your response with your CLF representative.
- Use the talking points below to craft your message
- Share the news and your thoughts to your networks
- Ensure your spokespeople are identified
- Fundraise! Use this news to help grow funds to sustain your work**

Thanks for all have done and continue to do to defend the National Conservation Lands!

Sincerely,

Sam Goldman
Director of Strategic Engagement
Conservation Lands Foundation

Response Planning Tools

***Eliminating Key Parts of America's National Monuments
is an Assault on our Public Lands
Talking Points and Messaging Guidance for Post-Recommendations***

Introduction: The following talking points are for you to create customizable language to be tailored for individual monuments and scenarios.

Overarching messages for National Monuments Review recommendations response (8/24 or later):

There are three major talking points that will be used for all monuments under attack, and they should be included in communications following Zinke's recommendation. CLF press statements, op-eds, social media, and other communications tactics will center around these primary points, which can be supported by other supplementary messages being developed.

Individual Friends Groups with monuments under threat are working on additional messaging specific to their state and scenario, and have worked with the CLF Field Team to identify spokespeople for each of these places under direct threat.

Other Friends Groups whose monuments are unaffected, and Friends Groups who steward a place not designated as a monument, can focus on the values of their own place, tied to the common values of the National Conservation Lands (Theme 1) and the "Attack on one is an attack on all" message from Theme 2, and tie further to the "Americans support national monuments and all of the National Conservation Lands (Theme 3.)

1) The Values

National Monuments and/or National Conservation Lands are part of the fabric of America. They provide clean water to millions, contain sites sacred to Native American Tribes, are critical to rural economies, offer opportunities for solitude, are important places for veterans to heal, tell the stories of ALL Americans and help drive tourism and an \$887 billion recreation economy. Tailor for region and audience as appropriate.

2) The Legal Challenge

Depending on what the recommendation is, the next point after values should be:

- This recommendation/action is illegal and will be challenged in court
- OR
- This review was arbitrary and unnecessary

AND if appropriate (for non-monument or non-impacted monument group/region),

- ○ An attack on one is an attack on all

3) A Reckless Administration

The Trump Administration's review ignores science, the law, and the will of the American people, including over 2.5 million comments supporting keeping our national monuments intact. Americans have demonstrated overwhelming support for national monuments / protected public lands / the National Conservation Lands.

STAY CONNECTED:



Conservation Lands Foundation, 835 E. 2nd Ave., Suite 314, Durango, CO 81301

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Sent by sam@conservationlands.org in collaboration with

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